

APATA GBEMISOLA ENIOLA

Block 51 Abesan estate ipaja ,Lagos state
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Objective

A highly motivated graduate and a digital marketer with strong SEO and SEM skills, attention to detail, and looking for a suitable role to enhance my skills and a solid online marketing background looking to obtain a good position in a reputable company.

Experience

- **QVT MEDIA LIMITED**
Feb 2022 to Date
DIGITAL TEAM EXECUTIVE
 - Develop marketing strategies that align with the organization's business goals
 - Manage and execute campaigns across various digital channels, including email, social media, search engines, and display advertising.
 - Increasing brand awareness as well as driving traffic and acquiring leads and customers.
 - Understanding the brand tonality, relevant and ongoing trends, choosing appropriate channels for running marketing campaigns and devising digital marketing strategies.
 - Manage marketing campaigns promoting a brand as well as its products.
 - Identifying and evaluating new digital technologies through web analytics tools and measuring traffic on the website for optimizing marketing campaigns

- **OLOJA BET9JA OUTLET**
Mar 2017 – Nov 2020
CASHIER
 - Greeting customers, taking money and accepting bets and making payments to those who win.
 - At all times to follow the rules and procedures of Bet9ja and ensure you are familiar with them.
 - To adhere to the rules and guidelines in the Shop.
 - Overseeing the betting terminals and Keeping the counter area clean and tidy.
 - Balancing the takings at the end of the day and dealing with customers in a socially responsible way.
 - Being alert to any potential fraud, underage gambling or other illegal activity, and taking action to prevent it.
 - To be a positive and constructive member of the team, supporting and sharing to ensure the shop standards and delivery are improved as a team, not just an individual.
 - To take ownership of the business and ensure any issues in the shop whether technical, fabric or staff related is reported in a timely manner to the appropriate line manager or department

Education

- **Federal University Oye Ekiti, Ekiti State** Nov 2016 - Sept 2021

B.A Hons (Theatre and Media Arts)

- **St.Daniel Secondary School, Lagos State**
2014

Sept 2009 -July

West African Senior School Certificate

Professional Certificates

- **GOOGLE DIGITAL MARKETING**
Fundamentals of Digital Marketing

Skills

- Microsoft Office package
- Social media marketing
- Ability to work well with others and can adapt quickly to new situations
- Digital marketing
- Interpersonal skills and good communication skills
- Teamwork and team building and time management

References

MR IYANUOLUWA OLUWADARA

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